GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:4378
ANSWERED ON:14.12.2016
Satellite Television for North-Eastern Region
Patel Shri Prahlad Singh

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Government proposes to start a 24x7 satellite television channel for catering to the cultural diversity of North-Eastern Region;
(b) if so, the details thereof;
(c) whether the Government is aware that a single channel cannot meet the diversity of the North-Eastern States which have different cultures and languages in practice;
(d) if so, the reaction of the Government thereto;
(e) whether the Government considers the need of separate channels to be rolled out in order to satisfy the cultural diversity and languages of the North Eastern States; and
(f) if so, the details thereof including the strategy being chalked out in this regard?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING
{COL RAJYAVARDHAN RATHORE (Retd.) }

(a) & (b) Prasar Bharati has informed that a new 24 X 7 Satellite TV Channel "DD Arunprabha" is proposed to be launched shortly from Itanagar in addition to the existing North East Channel at Guwahati.
(c) to (f) The Government is well aware about the diversity of the North Eastern States which has different culture and languages on practice. Keeping in view, Government has established separate Capital DD-Kendras for each of the North Eastern States, telecasting their local programmes as per the need of the States from 3 pm to 7 pm daily on terrestrial mode. Some States also have 1 to 2 other Programme Generations Facilities (PGF) Centres.
****